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BHC-015

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**DIPLOMA IN EVENT MANAGEMENT  
(DEVMT)**

**Term-End Examination**

**June, 2019**

**BHC-015 : EVENT FINANCING AND ACCOUNTING**

*Time : 3 Hours*

*Maximum Marks : 100*

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*Note : Answer any five questions. All questions  
carry equal marks.*

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1. What are the components of event financial management ? Discuss any four common financial challenges that the event manager can come across in event management. 20
2. What is meant by event pricing ? Discuss the considerations for strategic event pricing by event planners, in detail. 20
3. What are the various sources of revenue generation for events ? Describe the stages in sponsorship process. 20

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4. Explain the following : 20  
 (i) Classification of budgets  
 (ii) Steps in budget construction
5. (a) Describe the different types of book-keeping systems. 10  
 (b) What is trial balance ? Explain any *two* errors in trial balance and their rectification. 10
6. Explain the following : 20  
 (i) Functions of accounting  
 (ii) Items included in income statement
7. Define auditing. Describe the event-audit process post-event. 20
8. Write short notes on any *four* of the following : 4×5=20  
 (a) Any *two* considerations for effective pricing strategy  
 (b) Components of a sponsorship business plan  
 (c) Importance of budget for an event  
 (d) Balance Sheet  
 (e) Continuation and Zero-based budgeting  
 (f) Guidelines for taxation of income  
 (g) Goods and Services Tax (GST)—the implications on event industry

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